A9055-16F

TVB

A RESEARCH TREND REPORT

TRENDS

IN TELEVISION ACTIVITY

By Length Of Commercial

1988-1990

Prepared by the TVB Research Department

2/91

Television Bureau of Advertising, Inc., 477 Madison Avenue, New York, New York 10022 (212) 486-1111

NETWORK TELEVISION COMMERCIAL ACTIVITY
JAN. - DEC. 1990

 # OF COMMERCIALS WEEKLY

	10 SEC			15 SEC			20 SEC			30 SEC		
	1988	1989	1990	1988	1989	1990	1988	1989	1990	1988	1989	1990
JAN	12	18	18	2,093	2,336	2,235	75	50	91	3,570	3,525	3,606
FEB	16	7	24	2,221	2,304	2,365	58	60	108	3,782	3,552	3,731
MAR	5	44	2	2,320	2,525	2,339	65	65	86	3,644	3,501	3,827
APR	14	34	1	1,942	2,133	2,270	53	105	106	3,762	3,517	3,701
MAY	13	22	0	2,418	2,414	2,383	66	94	87	3,636	3,565	3,772
JUN	30	25	11	2,313	2,544	2,179	19	67	120	3,649	3,596	3,729
JUL	15	12	0	2,146	2,322	2,297	60	90	86	3,493	3,388	3,715
AUG	27	16	8	2,144	2,242	2,079	84	124	89	3,610	3,482	3,713
SEP	9	12	2	2,310	2,533	2,209	45	84	98	3,740	3,496	3,776
OCT	4	6	0	1,982	2,126	1,891	37	57	48	3,652	3,754	4,300
NOV	7	13	0	2,299	2,067	2,169	38	68	65	3,360	3,572	4,076
DEC	1	11	2	2,319	2,497	2,602	28	26	59	3,185	3,544	3,900
YEAR-END												
AVG. WK.	13	18	6	2,209	2,337	2,252	61	74	87	3,590	3,541	3,821
SHARE	0.2	0.3	0.1	36.6	37.9	35.4	1.0	1.2	1.4	59.5	57.4	60.1

	45 SEC			60 SEC			90 SEC			TOTAL		
	1988	1989	1990	1988	1989	1990	1988	1989	1990	1988	1989	1990
JAN	76	92	45	75	67	103	33	44	35	5,934	6,132	6,133
FEB	63	24	49	102	87	116	20	53	20	6,262	6,087	6,413
MAR	48	78	34	98	83	101	24	34	33	6,204	6,330	6,422
APR	30	47	65	90	128	100	27	14	24	5,918	5,978	6,267
MAY	35	57	60	104	147	123	7	13	10	6,279	6,312	6,435
JUN	48	43	60	90	122	116	15	18	9	6,264	6,415	6,224
JUL	41	73	61	85	116	142	33	27	14	5,873	6,028	6,315
AUG	39	70	71	74	86	132	21	31	16	5,999	6,051	6,108
SEP	23	53	107	93	77	107	29	33	15	6,249	6,288	6,314
OCT	29	66	76	87	103	71	35	28	15	5,826	6,140	6,401
NOV	79	44	85	108	151	92	30	25	17	5,921	5,940	6,504
DEC	67	73	53	84	147	68	31	27	20	5,715	6,325	6,704
YEAR-END												
AVG. WK.	48	60	64	91	110	106	25	29	19	6,037	6,169	6,353
SHARE	0.8	1.0	1.0	1.5	1.8	1.7	0.4	0.4	0.3	100.0	100.0	100.0

Note:
Each segment of a piggybacked commercial appears under its own length.
A 45/15 is counted once under 45 sec., once under 15 sec.
A split 30 (15/15) is counted twice under 15 sec.

Source: Television Bureau of Advertising (TVB) from data supplied by Arbitron.

NON-NETWORK TELEVISION COMMERCIAL ACTIVITY
JAN. - DEC. 1990

OF COMMERCIALS WEEKLY

	10 SEC			15 SEC			20 SEC			30 SEC		
	1988	1989	1990	1988	1989	1990	1988	1989	1990	1988	1989	1990
JAN	23,505	23,628	22,457	22,027	33,804	34,285	320	249	523	425,806	430,074	430,877
FEB	26,705	23,966	23,216	23,682	33,882	38,834	311	277	446	469,048	488,848	486,095
MAR	29,574	28,015	24,980	24,284	35,816	41,551	321	402	594	511,740	516,521	505,544
APR	28,433	25,925	23,661	21,839	32,024	34,894	334	273	501	509,837	500,212	516,866
MAY	30,205	27,189	25,016	32,616	32,003	32,727	400	436	405	519,209	524,719	527,624
JUN	27,865	25,968	23,563	36,173	37,685	33,958	498	573	677	494,236	493,272	516,689
JUL	26,750	24,554	21,868	32,641	41,113	29,132	406	852	662	467,546	462,850	485,956
AUG	28,354	25,993	25,191	30,114	36,872	32,584	546	1,150	811	496,227	505,585	512,739
SEP	26,304	24,121	22,509	32,185	38,770	28,919	377	1,078	693	475,484	494,087	509,669
OCT	27,318	24,033	22,656	28,704	34,656	30,654	1,015	392	423	484,528	488,631	499,740
NOV	26,843	25,961	24,473	42,882	56,652	41,257	442	440	403	511,035	506,897	519,082
DEC	28,685	25,953	25,067	34,549	40,101	40,738	356	451	339	459,520	510,177	502,495
YEAR-END												
AVG. WK.	27,545	25,442	23,721	30,141	37,782	34,961	444	548	540	485,351	493,489	501,115
SHARE	4.8	4.3	4.0	5.2	6.4	5.9	0.1	0.1	0.1	84.2	83.0	84.4

	45 SEC			60 SEC			90 SEC			TOTAL		
	1988	1989	1990	1988	1989	1990	1988	1989	1990	1988	1989	1990
JAN	1,880	1,453	1,103	20,884	28,498	28,086	22,421	20,104	19,082	516,843	537,810	536,413
FEB	1,230	1,207	1,081	21,045	26,806	26,340	16,561	13,646	12,784	558,582	588,632	588,796
MAR	524	1,183	989	19,904	25,968	23,563	10,611	8,718	10,356	596,958	616,623	607,577
APR	636	845	698	19,494	26,279	21,298	8,189	8,735	8,449	588,762	594,293	606,367
MAY	639	609	783	20,091	23,668	21,114	6,767	7,448	7,142	609,927	616,072	614,811
JUN	588	535	518	20,142	25,489	20,797	9,871	7,592	7,385	589,373	591,114	603,587
JUL	1,797	957	1,891	21,883	27,310	23,538	15,788	13,579	13,120	566,811	571,215	576,167
AUG	1,946	1,295	1,704	22,612	26,593	21,146	10,913	8,758	10,049	590,712	606,246	604,224
SEP	1,242	1,504	968	20,467	27,994	22,917	9,316	7,498	7,111	565,375	595,052	592,786
OCT	1,652	1,572	724	18,601	27,247	21,431	10,360	8,658	8,333	572,178	585,189	583,961
NOV	1,557	1,300	1,057	16,697	24,911	18,154	8,536	7,947	7,460	607,992	624,108	611,886
DEC	1,288	1,155	1,034	17,547	24,422	17,333	12,666	7,385	8,133	554,611	609,644	595,139
YEAR-END												
AVG. WK.	1,248	1,135	1,046	19,947	26,265	22,143	11,833	10,006	9,950	576,510	594,667	593,476
SHARE	0.2	0.2	0.2	3.5	4.4	3.7	2.0	1.6	1.7	100.0	100.0	100.0

Note:
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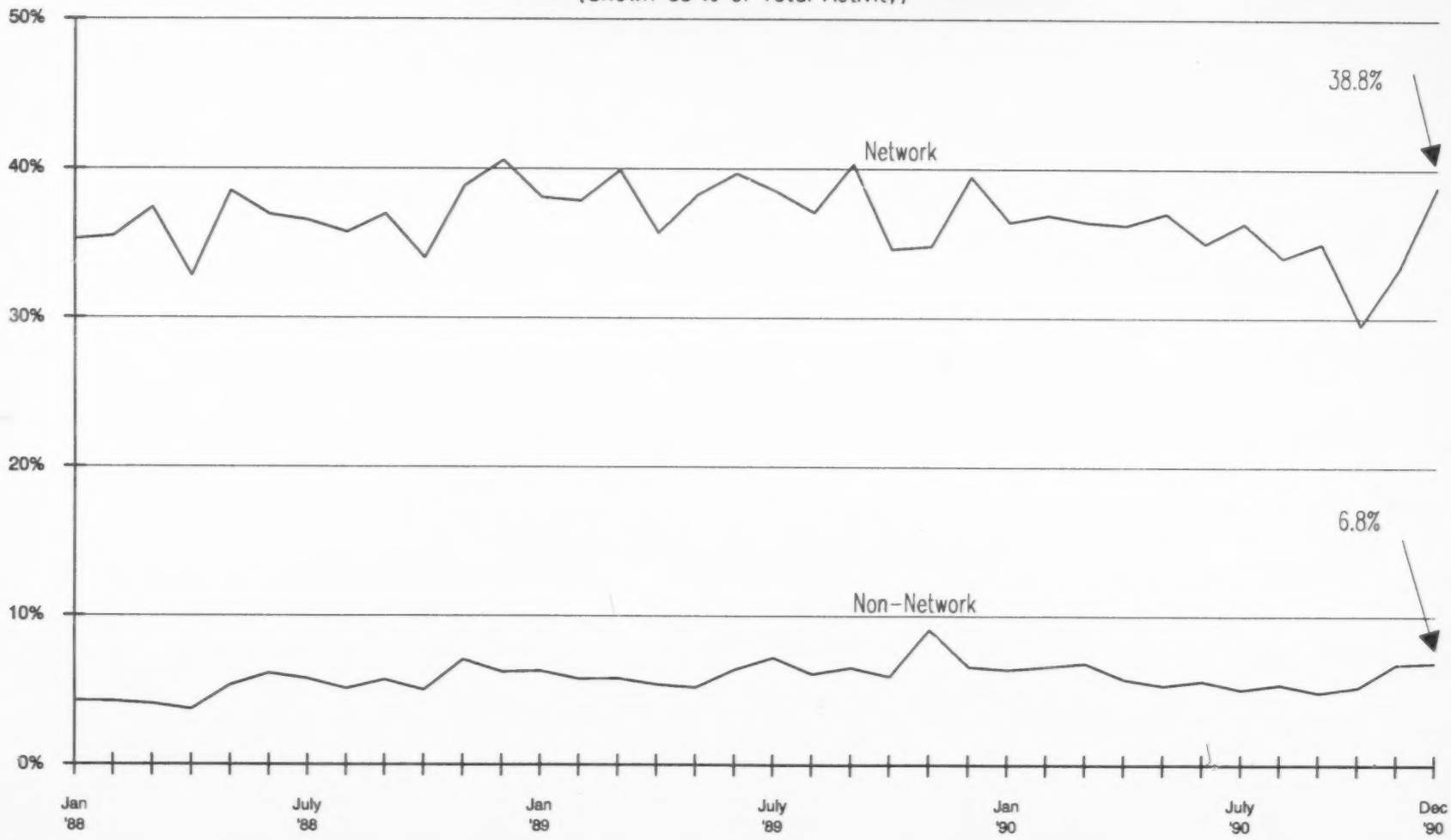
A 45/15 is counted once under 45 sec., once under 15 sec.
A split 30 (15/15) is counted twice under 15 sec.

Source: Television Bureau of Advertising (TVB) from data supplied by Arbitron.
Average number of stations monitored: 1988: 351 / 1989: 354 / 1990: 358

Trend in the Use of 15's

(Shown as % of Total Activity)

Jan-Dec:	Network	Non-Net
1990	35.4%	5.9%
1989	37.9%	6.4%
1988	36.6%	5.2%



Source : ARBITRON/TVB

Sample Week Each Month